

A2 <sup>but</sup> 1. (ONCE AMENDED) An information decision apparatus, comprising:  
a replacement product finder that finds a product to be replaced based on product specification information specifying a promotion product;  
a target customer finder that finds a target customer who purchased the product to be replaced, based on transaction histories of a plurality of customers;  
a transaction tendencies analyzer that analyzes transaction tendencies of the target customer based on the transaction history of the target customer; and  
a determiner that determines product introduction information that fits the transaction tendencies of the target customer analyzed by the transaction tendencies analyzer, so as to introduce a promoting product to replace said product of the target customer.

2. (ONCE AMENDED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises a transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product type listed in the transaction history of the target customer.

3. (ONCE AMENDED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises:  
a product type conversion table that converts a product type into at least one transaction tendency of the target customer, where said product type conversion table is recorded in a recording medium; and  
a transaction tendencies determiner that determines at least one transaction tendency of the target customer by converting at least one product type listed in the transaction history of the target customer by using the product type conversion table.

4. (ONCE AMENDED) The information decision apparatus as claimed in claim 1, wherein said transaction tendencies analyzer further comprises a transaction tendencies determiner that determines at least one of the target customer transaction tendency in accordance with at least one product rank listed in the transaction history of the target customer.

5. (ONCE AMENDED) The information decision apparatus as claimed in claim 1,

A2 wherein said transaction tendencies analyzer further comprises;

a product rank conversion table that converts a product rank into at least one transaction tendency of the target customer, and said product rank and conversion table are recorded in a recording medium; and

a transaction tendencies determiner that determines at least one product rank listed in the transaction history of the target customer by using the product rank conversion table.

6. (ONCE AMENDED) The information decision apparatus as claimed in claim 1, wherein said determiner further comprises:

a first transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

a second transaction tendencies determiner that determines at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer; and

said determiner decides on product introduction information that fits the tendencies of the target customer based on the transaction tendencies of the target customer decided by the first transaction tendencies decision part and the second transaction tendencies decision part.

put 7. (ONCE AMENDED) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote used products that fit the tendencies of the target customer.

8. (ONCE AMENDED) The information decision apparatus as claimed in claim 1, wherein the product introduction information is used to promote used products that fit the tendencies of the target customer.

9. (ONCE AMENDED) An information decision apparatus, comprising:  
a target customer finder that finds target customers who purchased a product that is a lower level than a promoting product;  
a transaction tendencies analyzer that analyzes transaction tendencies based on a transaction history for each of the target customers;  
a tendency matrix table that categorizes the transaction tendencies into at least two

A2 categories and indicates different product information by a combination of the transaction tendencies; and

an information determiner that determines the product information for each of the target customers by referring to the tendency matrix table based on the transaction tendencies analyzed by the transaction tendencies analyzer.

10. (ONCE AMENDED) A method of information decision, comprising :  
finding a product to be replaced based on product specification information specifying a promoting product;

finding a target customer who purchased said product to be replaced, based on transaction histories of a plurality of customers;

analyzing transaction tendencies of the target customer based on a transaction history of the target customer; and

deciding on product introduction information that fits the transaction tendencies of the target customer analyzed in analyzing, so as to introduce a promoting product to replace said product of the target customer.

11. (ONCE AMENDED) The method as claimed in claim 10, wherein the analyzing further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer.

12. (ONCE AMENDED) The method as claimed in claim 10, wherein the analyzing further comprises :

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and

deciding on at least one more transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer, and wherein said finding said target customer further comprises

deciding product introduction information that fits the tendencies of the target customer based on the transaction tendencies of the target customer decided in said deciding on said

A2 transaction tendencies.

13. (ONCE AMENDED) The method as claimed in claim 10, wherein the product introduction information is used to promote new products that fit the transaction tendencies of the target customer.

14. (ONCE AMENDED) The method as claimed in claim 10, wherein the product introduction information is used to promote used products that fit the transaction tendencies of the target customer.

15. (ONCE AMENDED) A method of information decision comprising :  
finding target customers who purchased a product being at a lower level than a promoting product;  
analyzing transaction tendencies based on a transaction history for each of the target customers;  
categorizing the transaction tendencies into at least two categories and indicating different product information by a combination of the transaction tendencies; and  
deciding on the product information for each of the target customers by referring to a tendency matrix table based on the transaction tendencies analyzed in said analyzing.

16. (ONCE AMENDED) A computer-readable recording medium recorded with a program for causing a computer to make a decision, said program comprising :  
finding a product to be replaced based on product specification information specifying a promoting product;  
finding a target customer who purchased said product to be replaced, based on transaction histories of a plurality of customers;  
analyzing transaction tendencies of the target customer based on a transaction history of said target customer; and  
deciding on product introduction information that fits the transaction tendencies of the target customer analyzed in the analyzing, so as to introduce a promoting product to replace the product of the target customer.

~~17. (ONCE AMENDED) The computer-readable recording medium as claimed in~~

A2 claim 16, wherein the analyzing further comprises :

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and  
deciding on at least one transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer.

18. (ONCE AMENDED) The computer-readable recording medium as claimed in claim 16, wherein the analyzing further comprises:

deciding on at least one transaction tendency of the target customer in accordance with at least one product type listed in a transaction history of the target customer; and  
deciding on at least one more transaction tendency of the target customer in accordance with at least one product rank listed in the transaction history of the target customer, and wherein the finding a target customer further comprises  
deciding on product introduction information that fits the tendencies based on the transaction tendencies of the target customer decided by the said deciding on said transaction tendencies.

19. (ONCE AMENDED) The computer-readable recording medium as claimed in claim 16, wherein the product introduction information is used to promote new products that fit the transaction tendencies of the target customer.

20. (ONCE AMENDED) The computer-readable recording medium as claimed in claim 16, wherein said product introduction information is used to promote used products that fit the transaction tendencies of the target customer.

21. (ONCE AMENDED) A computer-readable recording medium recorded with a program for causing a computer make information decision, said program comprising:  
finding target customers who purchased a product being a lower level than a promoting product;  
analyzing transaction tendencies based on a transaction history for each of the target customers;  
categorizing the transaction tendencies into at least two categories and indicating different product information by a combination of the transaction tendencies; and

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deciding on the product information for each of said target customers by referring to a tendency matrix table based on the transaction tendencies analyzed by the analyzing.

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Please ADD the following claims:

--22. (NEW) An information decision apparatus, comprising:

a replacement commodity finder that finds a commodity to be replaced based on commodity specification information that specifies a promoting commodity;

a target customer finder that finds a target customer who purchased the commodity to be replaced, based on transaction histories of a plurality of customers;

a transaction tendencies analyzer that analyzes transaction tendencies of the target customer based on the transaction history of the target customer; and

a determiner that determines a commodity introduction information that fits the transaction tendencies of the target customer analyzed by the transaction tendencies analyzer, so as to introduce a promoting commodity to replace the commodity of the target customer.

23. (NEW) An information decision apparatus, comprising:

a target customer finder that finds target customers who purchased a commodity being a lower level than a promoting commodity;

a transaction tendencies analyzer that analyzes transaction tendencies based on a transaction history for each of the target customers;

a tendency matrix table that categorizes the transaction tendencies into at least two categories and indicating different commodity information by a combination of the transaction tendencies; and

an information decision part that decides on the commodity information for each of the target customers by referring to the tendency matrix table based on the transaction tendencies analyzed by the transaction tendencies analyzer.

24. (NEW) A method of information decision, comprising:

finding a commodity to be replaced based on commodity specification information specifying a promoting commodity;

finding a target customer who purchased the commodity to be replaced, based on transaction histories of a plurality of customers;

analyzing transaction tendencies of the target customer based on a transaction history

of the target customer; and

A3 deciding on commodity introduction that fits the transaction tendencies of the target customer analyzed in the analyzing, so as to introduce a promoting commodity to replace the commodity of the target customer.

25. (NEW) A method of information decision, comprising:

finding target customers who purchased a commodity being a lower level than a promoting commodity;

analyzing transaction tendencies based on a transaction history for each of the target customers;

categorizing the transaction tendencies into at least two categories and indicating different commodity information by a combination of the transaction tendencies; and

deciding on the commodity information for each of the target customers by referring to the tendency matrix table based on the transaction tendencies analyzed in the analyzing.

YB2 26. (NEW) A computer-readable recording medium recorded with a program that causes a computer to make an information decision, comprising:

finding a commodity to be replaced based on commodity specification information specifying a promoting commodity;

finding a target customer who purchased the commodity to be replaced, based on transaction histories of a plurality of customers;

analyzing transaction tendencies of the target customer based on a transaction history of the target customer; and

deciding on commodity introduction that fits the transaction tendencies of the target customer analyzed in the analyzing, so as to introduce a promoting commodity to replace the commodity of the target customer.

27. (NEW) A computer-readable recording medium recorded with a program that causes a computer to make an information decision, comprising:

finding target customers who purchased a commodity at a lower level than a promoting commodity;

analyzing transaction tendencies based on a transaction history for each of the target customers;